

Interesting Reading
FOR
PROPERTY OWNERS.

Wadsworth, Martinez & Longman

NEW YORK.

PRESENTED BY
Hillman & Williams
Barre. Mass.



WADSWORTH, MARTINEZ & LONGMAN.

MANUFACTURERS OF

PURE PAINTS

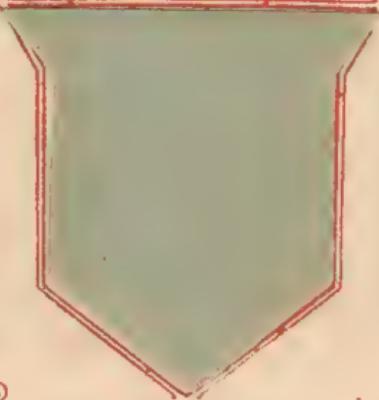
PREPARED FOR
OFFICE

IMMEDIATE USE.
FACTORY

207 Pearl St. NEW YORK Brooklyn N.Y.

12

28



WHITE FOR INSIDE OR OUTSIDE WORK AND IN ANY SHADE OR COLOR

Put up in gallon cans 9 10 15 and 20 gal Kegs and 40 gal barrels

ONE GALLON WILL COVER 224 TO 230 SQUARE FEET

OF WOOD SURFACE TWO COATS

We agree to repaint any Building with English
White Paint, if our hints do not prove satisfactory.

FOR SALE BY

PURCHASE PAINT AFTER READING.

In painting a building, the most important consideration is to select the very best Paint, and, by doing so, thus avoid the expense of repainting before the proper time for such repainting occurs. The Paint used is much the least of the cost of painting. The labor is the largest item, and therefore, to save this item of labor, must be worthy the attention of every property owner.

Inferior Paints, necessarily sold at low prices, cost more when first used than the very best Paint will cost, and in every instance causes the work to be done again in a comparatively short time.

The best Paints cannot be prepared by hand mixing so that they will prove durable and cover as great a quantity of surface as the best paints which are produced by thoroughly experienced and practical paint makers, with the aid of complete machinery for that purpose.

When buildings are painted with the highest grade of white lead mixed by hand, they very often have to be repainted at expiration of third year, and in fact the Paint ceases to be a protection to the wood after the second year. To avoid this result, and use the best Paint, must prove of every advantage. Our Pure Prepared Paint is sold to every buyer with the strongest assurance of its durability being greatly in excess of any Paint heretofore known, and therefore, in its use, comprising all of the advantages to be gained.

The high standard character of our Pure Prepared Paint warranted our guarantee of satisfaction under which they have been sold since 1872, and we now add to it.

To the Public, Property Owners and Consumers of
House Paints:

During the past ten years every gallon of our paints have been sold under our **positive guarantee**--that any building would be repainted at our expense if not satisfactory when painted with our paints, and not remaining satisfactory for a proper term of years thereafter. In view of the **apparently low prices** at which cheaply made **benzine and water paints** are offered, and the difficulty experienced by inexperienced buyers in discriminating between the **best paints** and **paints of inferior character**, we now add to our previous guarantee the additional guarantee of cost, thus placing the **low price of our paints beyond doubt.**

We authorize any dealer to furnish our paints free of cost to any buyer who, having painted his building with our paints, can demonstrate that our paint has not cost 10 per cent. less for paint used, than cost would have been for either pure white lead and linseed oil or any other mixed paint in this country.

Gladwin & Maitland Company

TO PROPERTY OWNERS.

Without entering into details of the manner in which Mixed Paints were first placed before the public, we simply call attention to the fact that since 1867 their manufacture has steadily increased, year after year, and at this time they compete with strictly pure White Lead in every city, town and village throughout the United States.

This competition is in the favor of Mixed Paints; otherwise the consumption of them would not have increased to the extent it has done. It is in their favor, notwithstanding the totally inferior and almost worthless character of the large majority of Mixed Paints offered to the public. This being a positive fact, it must be evident that any Prepared Paint of a value equal to pure White Lead Paint mixed by hand, must supersede White Lead, if for no other reason than that such Prepared Paint is contained in one package; whereas to mix White Lead by hand, necessitates the purchase of a keg or kegs of White Lead and separate

packages of Colors, Dryers and Oil. If, therefore, Mixed Paints have competed successfully with White Lead, it must undoubtedly follow that a Prepared Paint of greater value than strictly pure White Lead, both in body and durability, and at a less cost to the dealer, painter, and property owner, will have the preference over White Lead, in every instance.

We assert our Pure Prepared Paint to be of greater value than any pure White Lead in the world, both in body and durability, and will cost the property owner less. This is demonstrated by the fact that our Prepared Paint has the preference with consumers, over White Lead, in every locality where it has been introduced.

We do not make this assertion and leave it unsupported.

Paint one-half of any building (or one-half of any surface) with our paint, and the other half with strictly pure White Lead and Linseed Oil, mixed by hand. COVER BOTH PARTS ALIKE. If the portion painted with our paint does not cost less to paint than the part painted with White Lead and Linseed Oil we will make no charge for our Paint.

COMPETITION.

Many of our correspondents have called our attention, at the beginning of the sales of our paints, to the fact of other dealers selling paints at less price. In some instances we have been informed that quality was not a consideration with a buyer, but, instead, price was the principal object. We have no doubt of these circumstances influencing a few of the dealers who desire to sell our paints to a conclusion that if the public wanted low-priced paints it would be better to furnish such paints, and thus save time necessary to explanation. This explanation, however is very simple. Our paints are perfectly pure, and, in consequence of their purity, possess fully 100 per cent greater covering power than any paint which can be made to sell at low price. One gallon of our paint might be increased in quantity to two gallons of an adulterated paint by the simple addition of one-half gallon of water and oil mixed with sal soda and one-half gallon of benzine. A paint of this character is worthless, yet it is a good example of a low-priced paint. Oil is the life of any paint, and economy can best be exercised by the addition of oil to our paint.

TO BUYERS.

You have a house to paint. It will probably require from 15 to 20 gallons. of Paint. Is it not of importance that you should use the best material? Is it any advantage to you to purchase paint of an uncertain quality, unendorsed by any positive guarantee, because you can buy it for 25¢ per gall. less than OUR PURE PREPARED PAINT, **Every Gallon of which is sold under a Positive Guarantee of Satisfaction?**

Is it not to your interest to buy our PURE PREPARED PAINT, which, when mixed with equal parts of Oil will cover wood better, and prove more durable than any other mixed paint in the market? The comparison to be calculated is as follows:

1 Gall. of other Mixed Paint,	\$1.50
1-2 Gall. W. M. & L. Paint at	is
1-2 Gall. Linseed Oil at 65c. is	33c.

Difference in favor of Our Paint.

We Guarantee this fact. The test is simple.

Take any paint for sale in your locality and with it paint one or two feet of new wood.

Clean the brush, and with our paint mixed equal part with oil apply it alongside the other.

OUR PURE PREPARED PAINTS have been sold during the past eight years, under our **Guarantee of Positive Satisfaction.** They have become the acknowledged RELIABLE AND STANDARD PAINTS. It is impossible for us to compete in price with inferior paints any more than pure White Lead can be sold in competition with adulterated brands of so-called White Lead which are plentifully offered 2c. per lb. less than the cost of the pure article.

Very Few Words.

Property owners and every consumer of Paints should consider the following points:—

The Painters' time and labor in painting a building is three-fourths of the cost, the paint being only one-fourth. Two coats of the best Paint will cover more surface and do it better than three or four coats of inferior Paint, thus saving one-half and often a greater portion of the Painters' time. Any building that is painted at a cost of \$36 for the labor and \$12 for **the best Paint**, would cost \$48 for the labor, and from \$16 to \$20 for the Paint if low-priced and consequently **inferior Paint is used**. As inferior Paints do not and cannot possess proper durability, painting done with them must be renewed often, thus adding from 25 per cent. to 50 per cent. to the cost of their use, and generally resulting in the defacement of a building. To test the comparative difference between the WADSWORTH, MARTINEZ & LONGMAN PAINTS and all others, use the following method:—

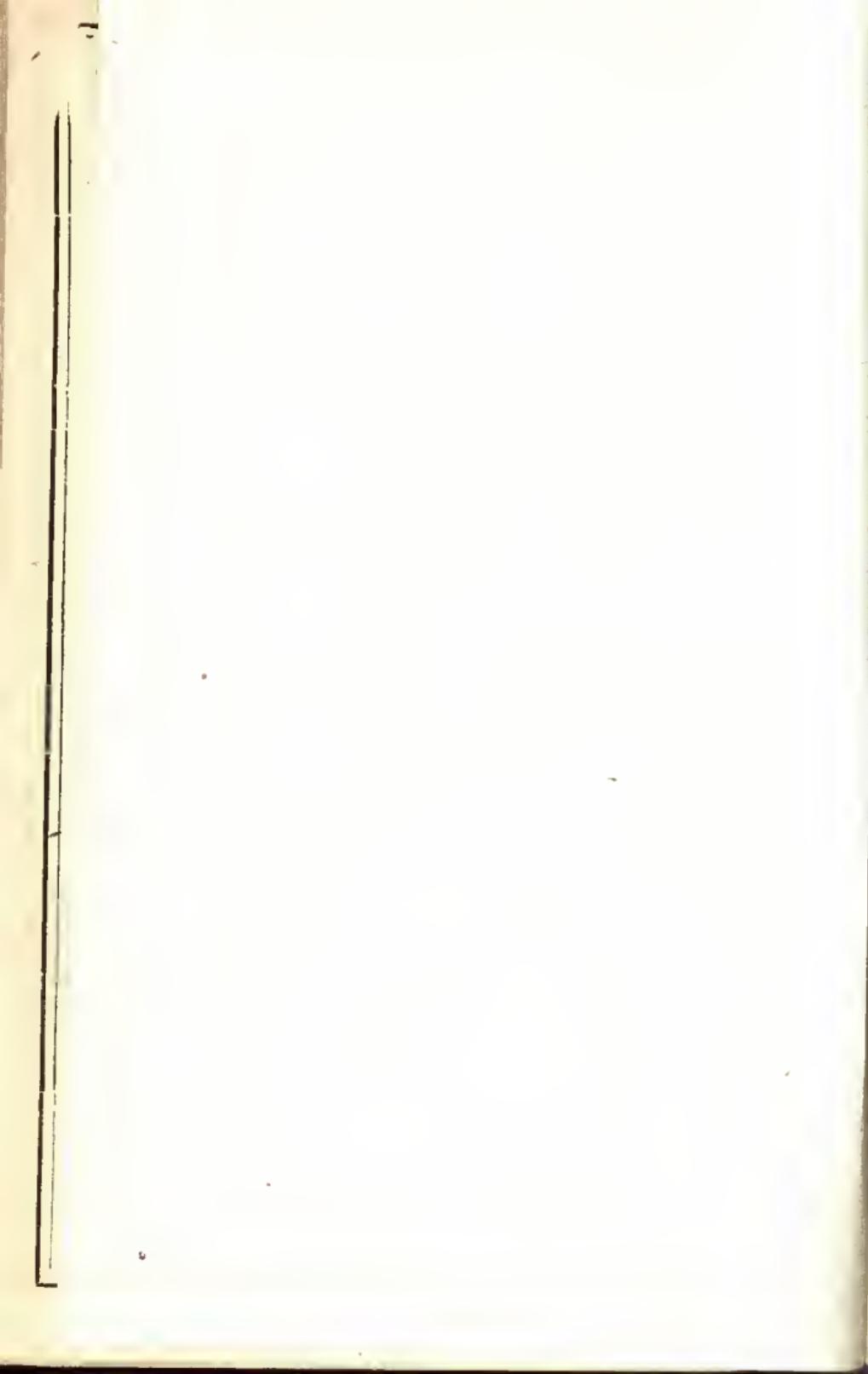
"Paint part of a board with any other Paint just as it is mixed in the **can**. Mix the Wadsworth, Martinez & Longman Paint with equal parts of oil and then with it paint on same board." The result will show that the Wadsworth, Martinez & Longman Paint mixed as stated with oil covers as well as any of the inferior and low-priced mixed Paints, thus demonstrating the fact of its cost to the buyer being really less than any other, and consequently it will cover more surface, thereby saving the most important item—"The Painters' time and labor."

THE
WADSWORTH, MARTINEZ & LONGMAN
PURE PREPARED PAINTS

Are used by the largest railroads and other corporations in the United States, the Islands of Cuba, Porto Rico and St. Thomas, as also in Mexico and Brazil.

Their use by the government of this country and the governments of Mexico and the Island of Cuba, are quite extensive, the quality of the paints securing the preference of the government officials in every instance. The WADSWORTH, MARTINEZ & LONGMAN Pure Prepared Paints are for sale by one dealer in every city and town in the United States **east** and south of Illinois, and by our agents in the Islands of Cuba, St. Thomas, Porto Rico and in Brazil and Mexico.

Wadsworth, Martinez & Longman.



Read the following Letters on Durability and Comparative Tests of Quality of the Paint:

NORFOLK, VA., February 1, 1881

MR. LUTHER SHELDON.

Dear Sir—Having used the Wadsworth, Martinez & Longman Pure Prepared Paint, sold by you, on my residence and the house adjoining, belonging to me, I cheerfully testify to its surpassing all my expectations. With seven gallons of the Paint and about three gallons of Raw Linseed Oil I covered thoroughly, two coats, thirty-five hundred square feet of surface, and the work having now stood nearly two years, continues to look bright and well.

Truly yours,

JAMES G. WHITE.

TERRE HAUTE, IND., September 18, 1880.

MESSRS. WADSWORTH, MARTINEZ & LONGMAN.

Gentlemen—About a year ago this house was painted with your Pure Prepared Paint, and it gives me pleasure to be able to say that I am perfectly satisfied with it. It looks nicely, shows a fine gloss and has not faded. I have no doubt that it is more economical, and from present appearances I think it will prove more durable than White Lead and Oil. I have no hesitation in recommending it as a good reliable article.

A. SHAW,
Manager Terre Haute House.

MOSSY CREEK, TENN., August 18, 1880.

Six (6) years ago I painted my hotel with the Wadsworth, Martinez & Longman Prepared Paint (Outside White), giving the body one coat over an old and much worn coat of white paint. The paint is in first rate order, and I can see but little, if any, signs of its wearing off. It is the whitest house in the place.

(Signed.)

P. F. YOE,
Proprietor of Yoe's Hotel.

SAVANNAH, December 2, 1878.

Messrs. Wadsworth, Martinez & Longman:

GENTLEMEN—Although I have had a very good opinion of your Pure Prepared Paint for some little while, I was not entirely satisfied that it was more economical than White Lead and Oil mixed in the usual way. To satisfy myself on this point, I have made a practical test between it and the *best Atlantic* White Lead and Linseed Oil, by painting a part of the front of my store, No. 6 Whitaker street. I divided the space to be painted into two (2) equal parts; one part I painted with your Prepared Paint, and the other half with Atlantic Lead, tinted to match the Prepared Paint. I used in painting the one half, 3 lbs. $1\frac{1}{2}$ oz. of Prepared Paint, and in painting the other half $5\frac{1}{2}$ lbs. of Lead and Oil. The two parts are equally well covered. After such a test, there can of course be no doubt in my mind but that your Prepared Paint is much the most economical to use, or have I any doubt but that it is the most durable as well.

Yours, etc.,

ANDREW HANLEY,

Dealer in Paints and Oils, Savannah, Ga.

Used of Lead and Oil.....	5 $\frac{1}{2}$ lbs.
" . Prepared Paint.....	3 " $1\frac{1}{2}$ oz.
Difference in favor of Prepared Paint.....	2 lbs. $6\frac{1}{2}$ oz.

Read what one of the oldest and best painters in Cincinnati says about this Paint:

CINCINNATI, June 25, 1879.

I have just had the residence of Mr. Samuel L. Badger, in Bellevue, Ky. (opposite this city), painted, and in order to test the covering capacity and relative cost of the Wadsworth, Martinez & Longman Pure Prepared Paint and *strictly pure White Lead and Linseed Oil*, I had the *half* of one side and the *half* of the front gable end of the building painted with *strictly pure Anchor Lead*. To paint this it took fifteen and a half ($15\frac{1}{2}$) lbs. of the lead and oil; to paint the *other half* of side and gable end, it took eight and a half ($8\frac{1}{2}$) lbs. of the Prepared Paint. About three pints of oil to the gallon of paint was added to the Prepared Paint for the first coat. *The two parts are equally well covered.*

(Signed,) _____

WM. RANDLE, Painter.

No. 337 West Fifth St., Cincinnati.

I hereby certify that I did the painting mentioned above for Mr. Randle. I did all the weighing, *and know* that the weights given are correct, and that the other statements made above are strictly true. The two parts painted are of *equal surface.*

This Prepared Paint covers as well as White Lead, and works very much easier under the brush. I am satisfied that I can paint from one-fourth to one-third more surface with it in a day than I can with White Lead and Oil.

(Signed,

WM. SMITH, Painter.

Used of White Lead and Oil	$15\frac{1}{2}$ lbs.
" Prepared Paint.....	$8\frac{1}{2}$ "
Difference in favor of Prepared Paints.....	7 "

We invite your attention to the following extract from the *Daily Sun* of Jacksonville, Fla., under date of November 23.

JACKSONVILLE, FLA., November 17, 1878.

We, the undersigned practical painters, hereby certify that we have used the Wadsworth, Martinez & Longman Pure Prepared Paint, on both inside and outside work, and are very much pleased with it. It both covers and spreads well, works easily, finishes with a handsome gloss, and is more economical and stands better in this climate than any White Lead we ever used. We cheerfully recommend it as possessing all the qualities of a good and durable paint.

LUE HASKINS,	FRANK P. JONES,	LEROY VERILL,
S. WIGGINS,	HARRY JONES,	C. MAHONY,
THOS. J. MOTT,	R. McCERVERY,	DAVID REMLEY,
E. ANHORN,	LEWIS DU BOISE,	GILMORE & SON,
W. H. WEST,	W. R. PETERSON,	R. W. EARL.

We, the undersigned, have used these paints, and endorse the above statement.

J. E. McCULLUM, Captain Steamer *Hattie Barker*.

W. A. SHAW, Captain Steamer *George M. Bird*.

W. B. WATSON, Manager Merchants' Line.

GEORGE W. GILBERT, Fort George.

C. H. BROCK, Captain Steamer *Florence*.

JACKSONVILLE, November 23, 1878.

MESSRS. WADSWORTH, MARTINEZ & LONGMAN.

Gentlemen—The test I made last January of your Prepared Paint, in comparison with the *best Atlantic White Lead*, by painting the front of my store, No. 25 Laura street, one half with the Prepared Paint, and one half with the White Lead, has established, beyond all question, the fact that your Prepared Paint is not only the most economical, but much the most durable.

The half painted with the White Lead is not only very much spotted and discolored, but in some places is washing off, while the half painted with Prepared Paint looks almost as fresh and bright as when first painted.

Any one who will take the trouble to examine the front of my store can satisfy himself of the truth of this statement.

THOS. J. MOTT.

NORFOLK, VA., February 26, 1878.

I hereby certify that I painted the front, cornice and pillars of lower story, of the store Nos. 38 and 40 Roanoke Avenue, in order to test the comparative covering capacity of *strictly pure* White Lead and Linseed Oil mixed in the usual way, and the Wadsworth, Martinez & Longman Pure Prepared Paints, and to decide the point as to which is the cheapest in practical working. One half of this front I painted with the Wadsworth, Martinez & Longman Prepared Paint, the other half with *strictly pure* White Lead and Linseed Oil. I used, in painting the one half, $5\frac{3}{4}$ lbs. of Prepared Paint, and $9\frac{1}{2}$ lbs. of Lead and Oil in painting the other half. I put on three coats of Lead and Oil, and two coats of the Prepared Paint; but after a critical examination, I am satisfied that the half painted with Prepared Paint is as well coated as that painted with Lead and Oil. The Prepared Paint works very easy under the brush, and spreads evenly, with a smooth, glossy finish. It would be hard to work Lead and Oil mixed as stiff as the Prepared Paint is mixed.

B. A. RICHARDSON,
Practical Painter.

Used of Lead and Oil.....	9 $\frac{1}{4}$ lbs.
“ Prepared Paint.....	5 $\frac{3}{4}$ “
Difference in favor of Prepared Paint.....	3 $\frac{1}{2}$ “

Test made at Goshen, Ind.

(copy.)

I hereby certify to having made a comparative test between the Wadsworth, Martinez & Longman Pure Prepared Paint; Morley's Strictly Pure White Lead, and Masury's "Railroad Colors," with the following result, viz.:

2 lbs. 3½ oz. of Prepared Paint covered.....	104 sq. ft.
4 lbs. Lead and Oil "	97 "
3 lbs. 12 oz. R. R. Colors and Oil "	94½ "

The three kinds of paint were mixed so as to cover alike, and, to the best of my judgment, the three surfaces were covered equally well.

I also tested several different kinds of mixed paints and find that the Wadsworth, Martinez & Longman Prepared Paint, reduced with Oil, in the proportion of one gallon of Oil to the gallon of Paint, covered as well, to say the least, as any of the other kinds used, just as they came from the can.

(Signed.)

J. C. SWARTZ, Painter.

Test made at Jackson, Mich.

(copy.)

We hereby certify that we have just painted the front of Messrs. Cowham & Schofield's shop in Washington street, in order to test the relative cost of Strictly Pure White Lead and the Pure Prepared Paint made by Wadsworth, Martinez & Longman, to do the same work. One half of this front we painted with the Prepared Paint, Shade No. 11, and the other half with Fahnstock's Strictly Pure White Lead and Linseed Oil, tinted to match the Prepared Paint.

We used nine and one-half (9½) lbs. of prepared Paint on the one-half, and seventeen and one-quarter (17¼) lbs. of White Lead and Oil on the other half. We took especial care that the two parts should be covered equally well and that in every respect the test should be a fair and unprejudiced one.

(Signed.)

C. M. LEWIS & BRO., Painters.

The above test was made under my observation, and I know the statement made by the Messrs. Lewis to be true in every respect.

(Signed.)

C. E. WEBB.

Test made at Augusta, Ga.

NOVEMBER 30, 1880.

I have to-day painted a board with four (4) kinds of mixed paints in order to test their covering capacities, and find that the Wadsworth, Martinez & Longman Pure Prepared Paint, mixed in the proportion of one-half Paint and one-half Oil, covered as well as the other kinds did used as they came from the can.

Z. J. RODGERS, Painter.

CHARLESTON, S. C., February 18, 1878.

This is to certify that I painted a partition in the building No. 225 East Bay street. This partition is about 26 feet long by 14 feet high, one half of which I painted with the Wadsworth, Martinez & Longman Pure Prepared Paint, Shade No. 11, and the other half with *strictly pure* White Lead and Linseed Oil, tinted to match the Prepared Paint. To paint the one half I used $4\frac{1}{4}$ lbs. of Prepared Paint; to paint the other half I used $9\frac{1}{4}$ lbs. of Lead and Oil; both halves were equally well covered. The White Lead and Oil was mixed extra thick, in order to cover as well as the Prepared Paint, and although I put on but two coats of each, both parts of the partition were covered as well as ordinary three-coat work would do it. The Prepared Paint worked much the easiest under the brush.

N. M. GILBRETH, Painter,

229 East Bay Street.

Used of White Lead and Oil..... $9\frac{1}{4}$ lbs.

" Prepared Paint..... $4\frac{1}{4}$ "

Difference in favor of Prepared Paint..... $4\frac{1}{4}$ "

COLUMBUS, TEXAS, November 16, 1880.

MESSRS. STAUFFER, MACREADY & Co.

Gentlemen—I take pleasure in stating that the Wadsworth, Martinez & Longman Pure Paints, prepared for immediate use, are an excellent article in every respect, and are used with great satisfaction by my customers.

Mr. I. I. Dick, a painter, who does nearly all the work in his line in this town, pronounces the said Paints the best he has ever used. I shall again order a considerable supply from your house very soon.

Truly yours,

GEO. WILLING.

GONZALIS, TEXAS, February 10, 1881.

MESSRS. STAUFFER, MACREADY & CO., New Orleans, La.

Gentlemen—This is to certify that the Wadsworth, Martinez & Longman Mixed Paint, I have purchased from you at different times, has given general satisfaction to all who have used it.

Maj, T. W. Harwoody, of this place, told me it was the cheapest and best paint he had ever used.

My dwelling house is painted inside and outside with it; it was put on about one year ago, and to-day looks as fresh and bright as it did the day it was applied. I cheerfully recommend it to any one wishing to have any painting done.

I remain, your* respectfully,

WM. D. W. PECK.

WARSAW, IND. May 31, 1880.

I hereby certify to painting two equal surfaces, on a board fence in the rear of the "Kirtley House." I used on-one part, 3 lbs. of Eckstine, Hills & Co.'s Strictly Pure White Lead, and one pint of Linseed Oil, making 4 lbs. of Paint, and on the other part, $2\frac{1}{2}$ lbs. of the Wadsworth, Martinez & Longman Pure Prepared Paint. The two parts are equally well covered.

(Signed.)

S. H. VINE, Painter.

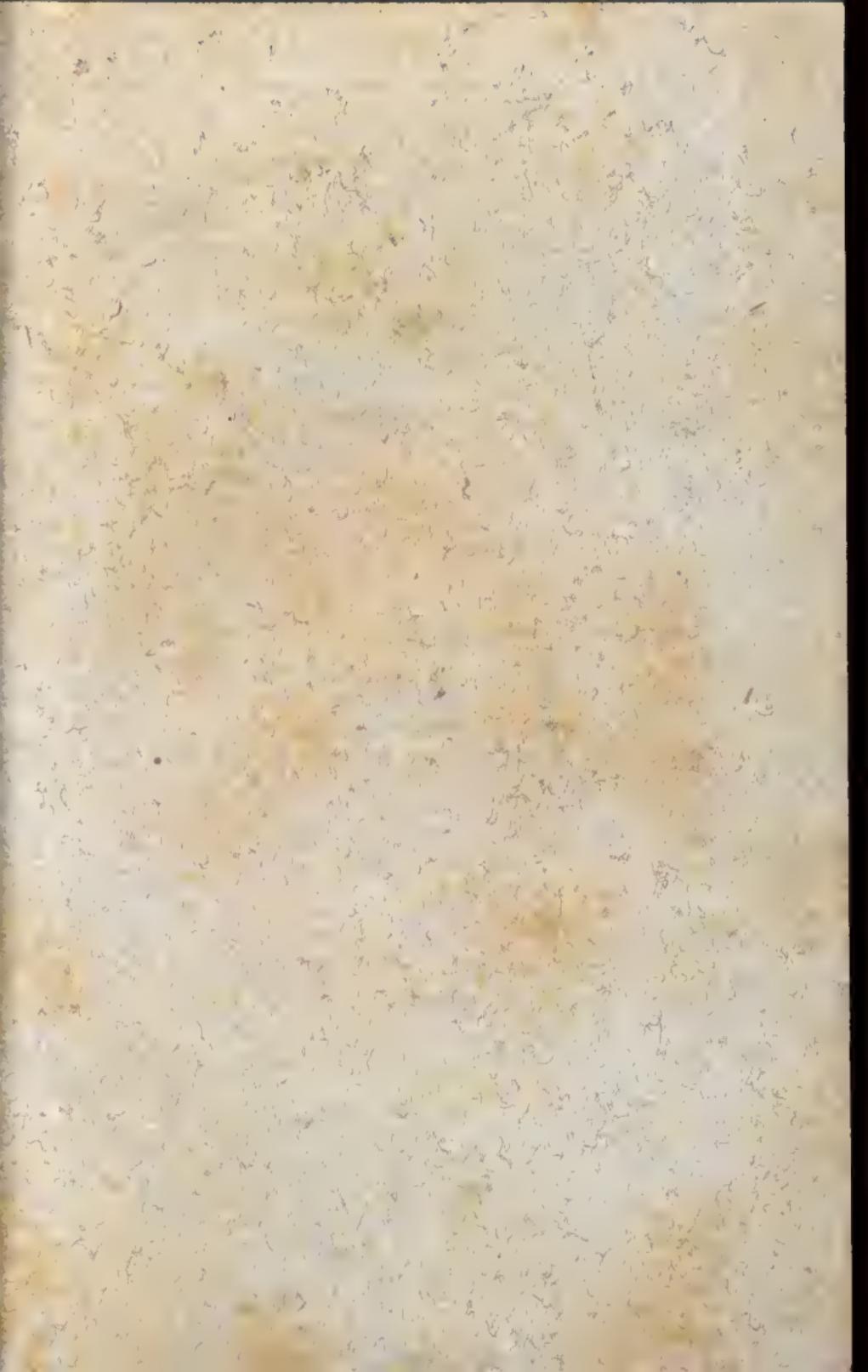
RICHMOND, VA., October 20, 1880.

I hereby certify to having made a test between the Wadsworth, Martinez & Longman Pure Prepared Paint and several other kinds of Mixed Paints sold in this city, and find that the Wadsworth, Martinez & Longman Prepared Paint, mixed with an equal quantity of oil (half paint and half oil), covered as well as the others did, used just as they came from the can. I have used a large quantity of this Prepared Paint, and have no hesitation in saying that it is THE BEST Mixed Paint I ever used.

(Signed.)

D. E. MONTGOMERY,

No. 7 Fifteenth Street, Richmond, Va.



WADSWORTH, MARTINEZ & LONGMAN,

Manufacturers, Exporters and Wholesale Dealers in

WHITE LEXD, WHITE ZINC,

PURE PAINTS,

Prepared for Immediate Use.

FINE COLORS, OILS AND VARNISHES.

No. 207 PEARL STREET,

NEW YORK.

WORKS, { Sixth and North Ninth, Streets.
{ Sixth and North Tenth Streets. } BROOKLYN

ESTABLISHED 1852.

Digitized by



**ASSOCIATION
FOR
PRESERVATION
TECHNOLOGY,
INTERNATIONAL**

www.apti.org

**BUILDING
TECHNOLOGY
HERITAGE
LIBRARY**

archive.org/details/buildingtechnologyheritagelibrar

From the collection of:

Jablonski Building Conservation
www.jbconservation.com